WE CLAIM:

1. A composition comprising a bitter tastant and a bitterness inhibitor, wherein said bitterness inhibitor is adenosine 3':5'-cyclic monophosphate and the inhibitor is present at a concentration which inhibits bitterness.

2. A composition comprising a bitter tastant and a bitterness inhibitor, wherein said bitterness inhibitor is guanosine 2':3'-cyclic monophosphate and the inhibitor is present at a concentration which inhibits bitterness.

3. A composition comprising a bitter tastant and a bitterness inhibitor, wherein said bitterness inhibitor is guanosine 3':5'-cyclic monophosphate and the inhibitor is present at a concentration which inhibits bitterness.

4. A composition comprising a bitter tastant and a bitterness inhibitor, wherein said bitterness inhibitor is cytidine 5'-monophosphate and the inhibitor is present at a concentration which inhibits bitterness.

5. A composition comprising a bitter tastant and a bitterness inhibitor, wherein said bitterness inhibitor is guanosine 2'-monophosphate and the inhibitor is present at a concentration which inhibits bitterness.

6. A composition comprising a bitter tastant and a bitterness inhibitor, wherein said bitterness inhibitor is guanosine 3'-monophosphate and the inhibitor is present at a concentration which inhibits bitterness.

7. A composition comprising a bitter tastant and a bitterness inhibitor, wherein said bitterness inhibitor is guanosine 5'-monophosphate and the inhibitor is present at a concentration which inhibits bitterness.

8. A composition comprising a bitter tastant and a bitterness inhibitor, wherein said bitterness inhibitor is uridine 5'-monophosphate and the inhibitor is present at a concentration which inhibits bitterness.

9. A composition comprising a bitter tastant and a bitterness inhibitor, wherein said bitterness inhibitor is 2' deoxyadenosine 5'-monophosphate and the inhibitor is present at a concentration which inhibits bitterness.

10. A composition comprising a bitter tastant and a bitterness inhibitor, wherein said bitterness inhibitor is 2' deoxycytidine 5'-monophosphate and the inhibitor is present at a concentration which inhibits bitterness.

11. A composition comprising a bitter tastant and a bitterness inhibitor, wherein said bitterness inhibitor is 2' deoxyguanosine 5"-monophosphate and the inhibitor is present at a concentration which inhibits bitterness.

12. A composition comprising a bitter tastant and a bitterness inhibitor, wherein said bitterness inhibitor is 2' deoxyadenosine 5'-triphosphate and the inhibitor is present at a concentration which inhibits bitterness.

13. A composition comprising a bitter tastant and a bitterness inhibitor, wherein said bitterness inhibitor is a purine or pyrimidine group, or derivative thereof,

and ionizable phosphate or other anionic organic molecule and the inhibitor is present at a concentration which inhibits bitterness.

14. A method of inhibiting the perception of a bitter taste in a subject comprising administering to the subject an effective amount of a bitterness inhibitor wherein said inhibitor is adenosine 3':5'-cyclic monophosphate.

15. A method of inhibiting the perception of a bitter taste in a subject comprising administering to the subject an effective amount of a bitterness inhibitor wherein said inhibitor is guanosine 2':3'-cyclic monophosphate.

16. A method of inhibiting the perception of a bitter taste in a subject comprising administering to the subject an effective amount of a bitterness inhibitor wherein said inhibitor is guanosine 3':5'-cyclic monophosphate.

17. A method of inhibiting the perception of a bitter taste in a subject comprising administering to the subject an effective amount of a bitterness inhibitor wherein said inhibitor is cytidine 5'-monophosphate and the inhibitor.

18. A method of inhibiting the perception of a bitter taste in a subject comprising administering to the subject an effective amount of a bitterness inhibitor wherein said inhibitor is guanosine 2'-monophosphate.

19. A method of inhibiting the perception of a bitter taste in a subject comprising administering to the subject an effective amount of a bitterness inhibitor wherein said inhibitor is guanosine 3'-monophosphate.

20. A method of inhibiting the perception of a bitter taste in a subject comprising administering to the subject an effective amount of a bitterness inhibitor wherein said inhibitor is guanosine 5'-monophosphate.

21. A method of inhibiting the perception of a bitter taste in a subject comprising administering to the subject an effective amount of a bitterness inhibitor wherein said inhibitor is uridine 5'-monophosphate.

22. A method of inhibiting the perception of a bitter taste in a subject comprising administering to the subject an effective amount of a bitterness inhibitor wherein said inhibitor is 2' deoxyadenosine 5'-monophosphate.

23. A method of inhibiting the perception of a bitter taste in a subject comprising administering to the subject an effective amount of a bitterness inhibitor wherein said inhibitor is 2' deoxycytidine 5'-monophosphate.

24. A method of inhibiting the perception of a bitter taste in a subject comprising administering to the subject an effective amount of a bitterness inhibitor wherein said inhibitor is 2' deoxyguanosine 5"-monophosphate.

25. A method of inhibiting the perception of a bitter taste in a subject comprising administering to the subject an effective amount of a bitterness inhibitor wherein said inhibitor is 2' deoxyadenosine 5'-triphosphate.

26. A method of inhibiting the perception of a bitter taste in a subject comprising administering to the subject an effective amount of a bitterness inhibitor

wherein said inhibitor is a purine or pyrimidine group, or derivative thereof, and ionizable phosphate or other anionic organic molecule.